

## INTRODUCTION

40% of all new cars have DAB+, mostly as an option, as standard-fit is not yet common in Germany. With a second national multiplex on the way, consumer interest in DAB+ is growing, as market research data reveals.

Car dealers are not really aware of DAB+, with more focus on car financing and, as Germany drivers are often quite interested in their cars, there is not always much of a consultation on car features before the vehicle is bought. Most of the times, people come into the showroom with a printout of the features they want with their new car.

## GERMANY: DAB+ STATUS

- Population 83.8 million**
- DAB services on air 260**
- DAB receivers sold 14.6 million**
- DAB+ coverage 98%**
- New cars sold with DAB+ 54%**



## THE ACTIVITY

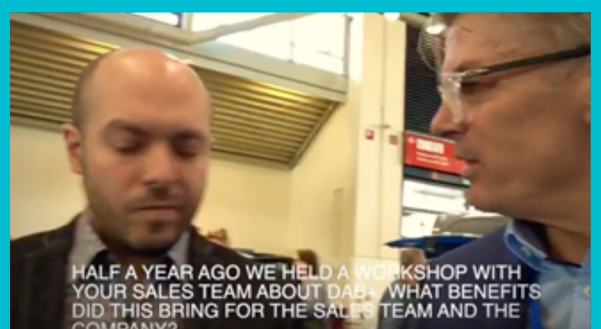
Germany has four DAB+ consultants who help train and educate car sales representatives. Their focus is ensuring that dealers keep their customers happy, avoiding upset drivers who may realise they can't get all their favourite stations on FM, or those who want their car to better maintain its value with a future-proof radio.

Every year around 1,500 car sales representatives are trained, particularly in the larger cities, and approximately €80,000 has been invested so far in these training sessions.

“There are four DAB+ consultants from Digital Radio who train car salespersons all over Germany. We see an increase of around 30% of new cars sold with DAB+ after the training session took place and after the sales staff realized that DAB+ is future-proof. No one wants a dissatisfied customer who complains that they couldn't listen to the radio in South Tyrol, Switzerland or Great Britain.” Carsten Zorger, Digital Radio Deutschland

## NEXT STEPS

After the training sessions we have seen an increase of about 30% in the number of DAB+ devices sold per dealer, although this spike in sales slightly diminishes over time. The training is planned to continue for as long as needed.



Stefan Schenk, Ford Group, Bavaria, discusses dealership training (n German)